Citroën

a car is a must in Europe!

overseas delivery plans

Citroën

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You know what a car means to you here . . . *Abroad* it will mean even more! You can declare your independence from a maze of European time tables, packed and crowded public transportation. There are so many places to go, so many things to see and yet the time is so short. Discover the heart of Europe in the comfort and privacy of your own personal *new* car! With your own car you stay that extra weekend at that colorful lodge at San Moritz, no longer a slave to schedules, you linger a little longer with those new found friends at the Riviera, no longer having to hurtle from one crowded tourist center to another in an effort to make train, bus or boat connections. As you know, the interesting places and people are more apt to be off the beaten track, and you get to the heart of Europe—and the heart of her people—by personal transport. Only a car of your own will give you the complete freedom you deserve for your vacation.

YOU MAY CHOOSE FROM THREE CONVENIENT OVERSEAS DELIVERY PLANS

"Performance with supreme comfort!"

Citroen, one of the greatest automotive names, offers you the possibility of ordering your new car from the Direct Factory Branch, and having a brand new car delivered directly from the Factory in Paris. You will find that it is the most convenient and economical way to get a closer view of the *real* Europe. Besides its performance and economy, a Citroen is also the ideal family car. And if you compare the cost, you will see how advantageous the Citroen New Car Plan, without mileage limitation, is over rental plans where you pay added costs for every mile you drive.

YOU MAY CHOOSE FROM THREE CONVENIENT OVERSEAS DELIVERY PLANS.

PLAN 1. Outright Purchase—For greater savings up to several hundreds of dollars, order your Citroen here, drive it there, and bring it back home, where Citroen has a coast to coast service network. Your nearest Citroen dealer will be glad to demonstrate the car before you leave.

PLAN 2. The Factory Guaranteed Repurchase Plan—Order your new Citroen here, and it will be delivered to you, tax free, anywhere in Europe, ready to take the road. When your trip is over, simply return the car to the Citroen factory in Paris. There, in accordance with its Guaranteed Plan, your car will *be repurchased at a prefixed price in dollars*, and your money will be refunded directly to your bank in the United States.

All documents necessary for car travel, as well as insurance, will be provided for you.

PLAN 3. The All-Inclusive Finance Plan—There is no purchase price to pay, instead you pay a flat rate, representing only a small fraction of the investment of buying a car. This flat rate includes: A prefixed depreciation of the car, PLUS full insurance coverage, PLUS all the necessary International Touring Documents, PLUS membership fee for the French Automobile Club. In fact, these rates *include everything* and are the *actual cost for owning a car*. Under the All-Inclusive Finance Plan, you pick up your car anywhere in Europe and return it to the Citroen factory in Paris, at the end of your tour.

Under either of these Citroen Overseas Delivery Plans, there is *no mileage limitation*. You own a NEW car with a 6 months' Factory Guarantee, with a world-wide chain of Citroen dealers at your service wherever you may go.

DELIVERY AND DOCUMENTS

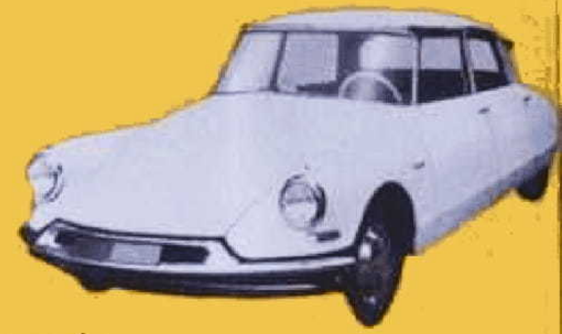
You can pick up your new Citroen in Paris within three weeks after date of order. Should you wish delivery made elsewhere in Europe, only the nominal cost of transportation and handling will be added to your bill.

TT REGISTRATION AND CUSTOMS BOOK. Your Citroen will be registered with a TT (Temporary Transit) license plate and you will be provided with a Customs Book that permits the car to cross freely any European frontier for a one year period.

DRIVER'S LICENSE. In several European countries your U.S. driver's license is valid; in others, an International Driver's License is necessary. One International License will be secured by us *free*, ready for use on arrival.

DS and ID 19

the DS19 and the ID19



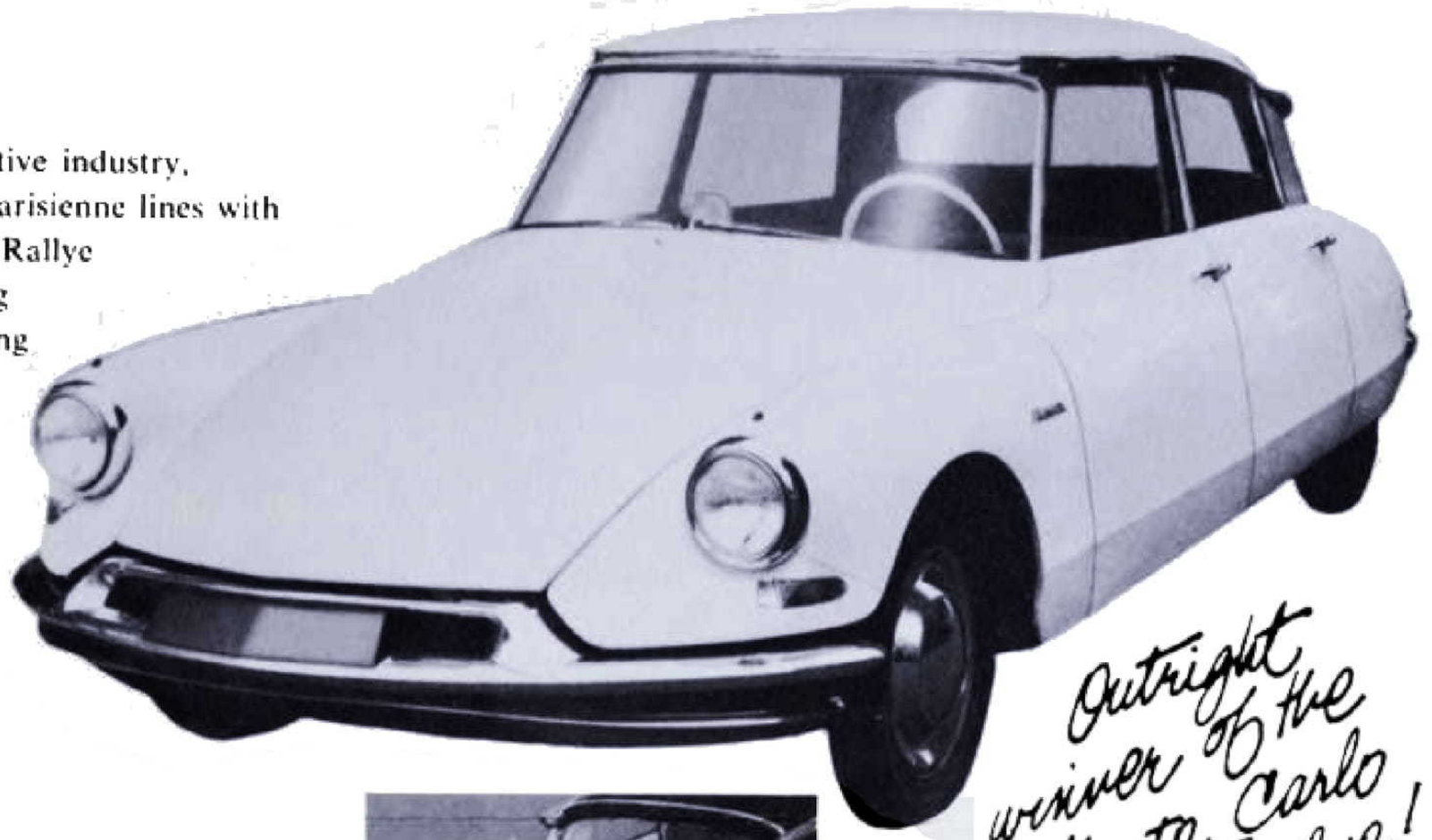
The Citroen is the world's most advanced expression of automotive design...combining for the first time so many exclusive features essential for comfort and safety, that the experts have called the Citroen "the car that is ten years ahead."

Whether you choose the DS 19 with the power features, or the economical ID 19, touring Europe in a Citroen is truly an experience *THAT WILL HAVE YOU LITERALLY FLOATING ON AIR!* For never until Citroen has there been a car with the unique AIR-OIL SUSPENSION with Self-Level Ride!

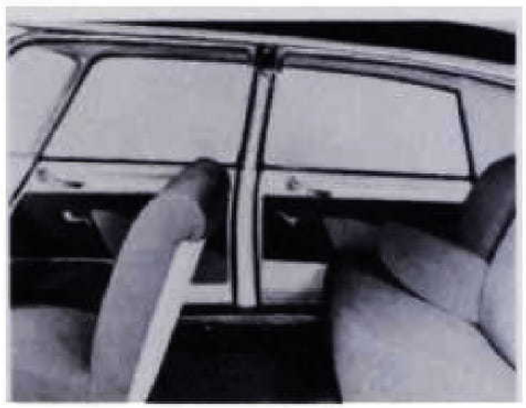
With the terrific roadability of Front Wheel Drive, with its total visibility, low center of gravity, safety "No-Spoke" steering wheel, and safety dash board, Citroen is certainly the *safest car in the world!* Important, too, is the fact that the Citroen's 18 ft. turning radius makes for ideal steering on winding, mountainous roads. Automatically American, Economically European, so unmistakably Citroen...the DS & ID 19 combine the performance of a sports car with the luxury of a limousine...Chic Parisienne elegance wedded to the road-hugging power of a Monte Carlo Rallye performer.

DS and ID 19

Here is the style leader of the automotive industry, combining the smooth elegance of chic Parisienne lines with the road-hugging power of a Monte Carlo Rallye winner. The DS 19 is the European car featuring as standard equipment full time Power Steering and Power Braking. The ID 19 features the luxury and comfort of the DS 19, but with conventional clutch, steering and Disc Brakes for a lower cost.



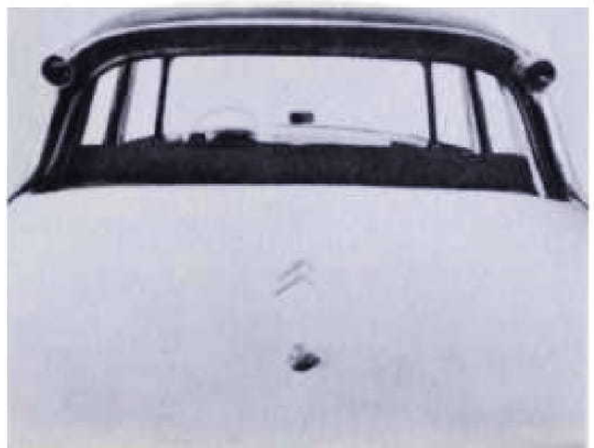
Outright winner of the Monte Carlo Rallye!



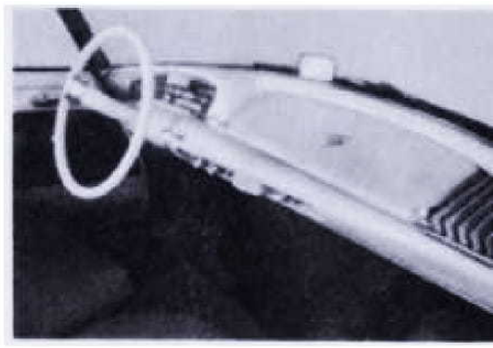
As for seating capacity, five can lounge in living room comfort. There's a folding center arm rest and twin air-liner reclining seats which allows one to nap while the other drives, or if you prefer, both seats fold into a complete bed! Even the floor is padded with foam rubber.

The style and sweep of the lines show off to great advantage the full safety glass wrap-around windshield, the extra thin corner pillars, full deep rear window and frameless door-windows, all of which combine to give the greatest visibility. As for performance, impartial road tests are yours upon request.

Wide modern safety dash board with huge glove compartment. You'll enjoy the comprehensive heating-defrosting fresh air ventilating system built into the svelte Citroen as standard equipment.



You can put all your luggage under lock and key in this oversized trunk—full 17.5 cubic feet of uncluttered luggage room in this beautifully finished illuminated trunk—the spare is tucked under the hood for added safety and convenience. Also, a 17 gallon fuel tank gives you a terrific cruising radius (up to 35mpg).

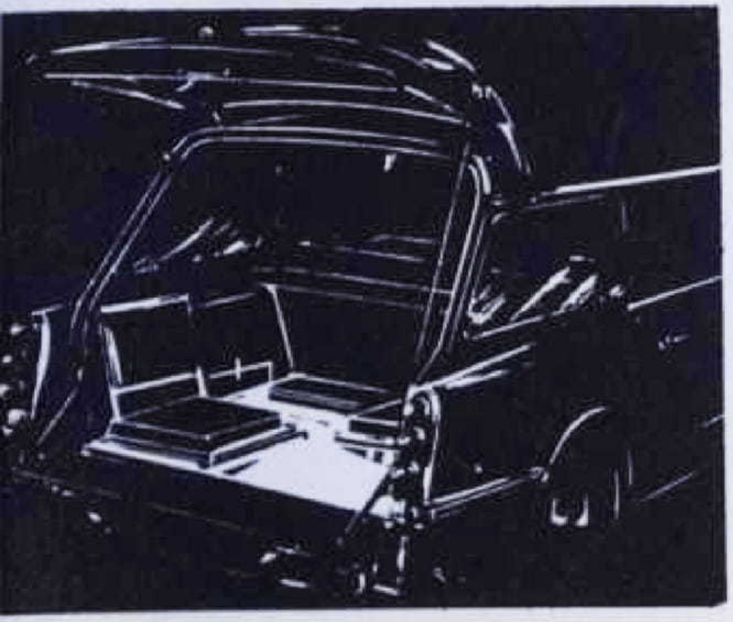


STATION WAGON

the Wagon

Going treasure-hunting in Europe with the whole family? When you do, go in a Citroen Station-Wagon. It is the most comfortable and practical car custom-engineered for the entire family's special traveling needs. Citroen has features by the wagonload. Reclining seats convert to make family-size sleeping quarters. Vast storage space inside, and luggage rack topside provide ample room for all your gear... with room to spare for treasures you may pick up on the way. All of Citroen's exclusive features are yours... the comfort that only *Air-Oil Suspension* can give... the feeling of security that only *Front-Wheel Drive* and *Power-Disc Brakes* provide... all the Citroen "extras" that make the "Wagon" so ideal for touring Europe with the whole family!

STATION WAGON

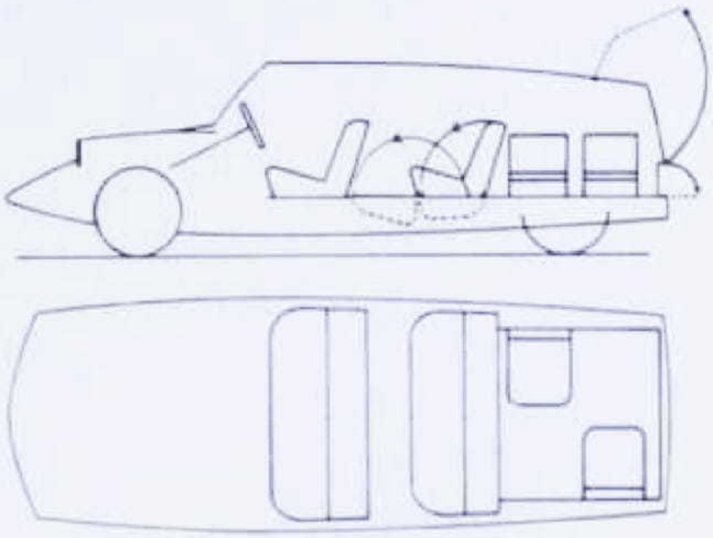


The most luxurious and comfortable Station Wagon custom-engineered for the touring family's many needs.

The world's first and only Station Wagon with Air-Oil Suspension.

The largest and roomiest Station Wagon. 4 Doors—8 Passengers.

The only Station Wagon at any price with Power-Disc Brakes.



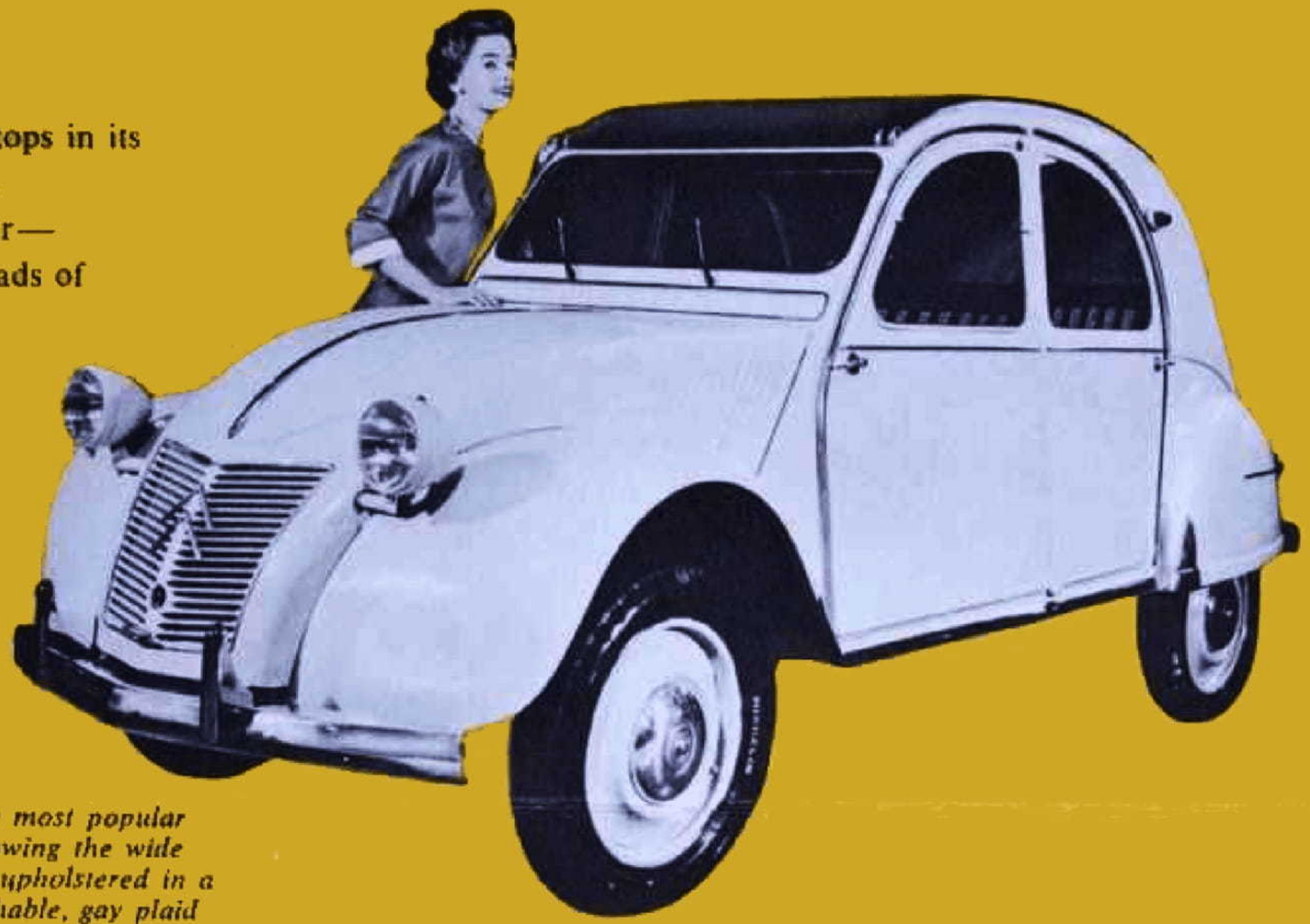
2CV

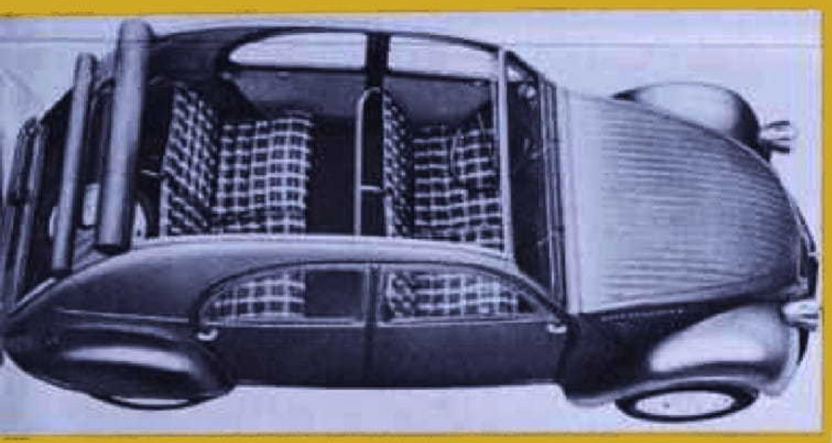
The 2CV

The 2CV is the most economical way in which to see Europe "on a shoe-string." For you can go further for less in a 2CV than with any other car in the world... and still enjoy all of the advantages in comfort, safety, and dependability of performance that are a CITROEN tradition. The 2CV is the car for the budget-minded tourist and no wonder, when it delivers up to 55 miles for each gallon of gas, comfortably accommodates 4 passengers, has adjustable front seats (removable front and back) provides simple efficient heating, and features a convertible top for summer enjoyment! Another thing, the 2CV has proved itself to be one of the greatest cars for mountain driving. The Air-Cooled Engine will *never* overheat on the long pulls— Front Wheel Drive gives you greater roadability and *safety* — and *proof* of the 2CV's especial ruggedness is the fact that the 2CV has climbed to the *highest* point in the world ever reached by a motor vehicle — 17,782 feet in the Andes! For smooth, economical travel— or for where the going is rough — the 2CV has what it takes!

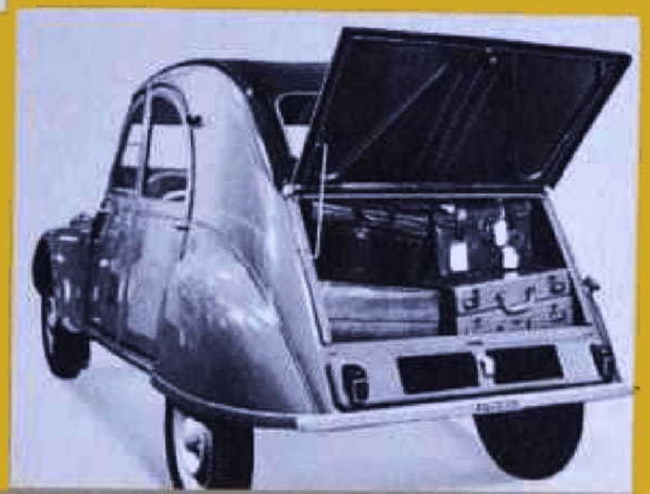
2CV

Here's a pert 4 door convertible that is tops in its class in comfort, economy, and luggage space. It cruises comfortably at 50-55 miles per hour— yet gives a full 55 miles *per gallon!* There is loads of room for four big adults *and* their luggage, and the low, low price includes such standard features as semi-automatic clutch, heater and defroster, overdrive, and direction signals.





A top view of the most popular car in France, showing the wide comfortable seats upholstered in a long wearing, washable, gay plaid contrasting with the body color. A sunny day—and you'll roll back the top in seconds to enjoy the breeze, but it's snug again in moments should the weather change.



The trunk has ample storage space and runs the full width of the car. There is loads of room in a 2CV Citroen for your luggage, as well as for all those attractive extra "little things" you'll pick up on your travels.

Remember the Citroen 2CV has the world's lowest running cost per mile! Its air cooled engine eliminates all cooling problems in winter and summer. The truly amazing suspension added to Citroen's traditional front wheel drive, permits long drives without fatigue and with perfect safety.

over 6000 Citroën dealers

Over 6,000 Citroen Dealers throughout the world! Sales and service are available for Citroen cars in virtually every country in the world—but especially in Europe where the rugged dependability of Citroen has been a household word since 1919. No matter where you take your Citroen, you won't be far from the quick, efficient, economical service that has been a Citroen byword for so many years.

CITROËN CARS
CORPORATION

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MAP PHOTOS COURTESY TIME INC.

a Citroen in front of the Chateau Gaillard in Normandy

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